

Napa RiverLine

Take Me to the River

Strategic Plan

City Council - August 19, 2025

Presentation Purpose

- ❑ This is an update from the Economic Development Division on the RiverLine Strategic Plan, also known as the Napa RiverLine Economic Resilience Strategic Plan authorized by the Council on April 2nd, 2024.
- ❑ The Napa RiverLine Strategic Plan can be characterized as a study that does not formally commit the City to any specific projects, funding, or approvals. Future actions undertaken as described within the Plan will require separate project-level CEQA review and permitting.





Project Team

swa

bae



Agenda

☐ Introduction

- ☐ Project Overview
- ☐ What is the Napa RiverLine?
- ☐ Case Study Precedents
- ☐ Process & Engagement
- ☐ Project Partners

☐ Strategic Plan Summary

- ☐ Strategic Plan Goals
- ☐ Design Direction

☐ Next Steps for Realization

- ☐ Implementation



Community-Led Vision for Napa's Riverfront

- ❑ Born from community engagement and flood control infrastructure opportunity
- ❑ Guided by public-private collaboration with a vision to reconnect Napa to the River
- ❑ Driven by a mission to build resilience, economic opportunity, and community connection
- ❑ Built for long-term impact across recreation and environmental stewardship



Policy Alignment

Improving connections to and along to the Napa River has been a priority for the City:

- ❑ **The General Plan 2040 (2022)** includes ~60 goals and policies that support the RiverLine concept. RiverLine implements the GP.
- ❑ **The Downtown Specific Plan (2012)** includes strategies to better utilize the Napa River to connect downtown through open space and trails.
- ❑ **The Napa River Parkway Plan (2005)** sought to improve recreational opportunities throughout the river corridor.
- ❑ Other past documents include the **2005 Soscol Corridor/Downtown Riverfront Development & Design Guidelines** and the **2005 Tannery Bend Development and Design Guidelines**.

Council Focus Areas

- ❑ **Climate Action**
- ❑ **Economic Resilience**
- ❑ **Parks & Community Space**
- ❑ **Community Engagement**





Economic Development Outcomes

- ❑ **Builds economic resilience** through diversifying visitation and building up the recreation economy driving revenue.
- ❑ **Creates opportunities** for business and property owners along the river to capture value.
- ❑ **Enhances an open, family-friendly community amenity.**
- ❑ **Leverages flood infrastructure** and trail networks for redevelopment.
- ❑ **Encourages collaboration** between community stakeholders, and private and public entities.

56% of citywide jobs are located along the river

11 major development sites

470 acres of parks and open space connectivity

Connects **13,000** residents

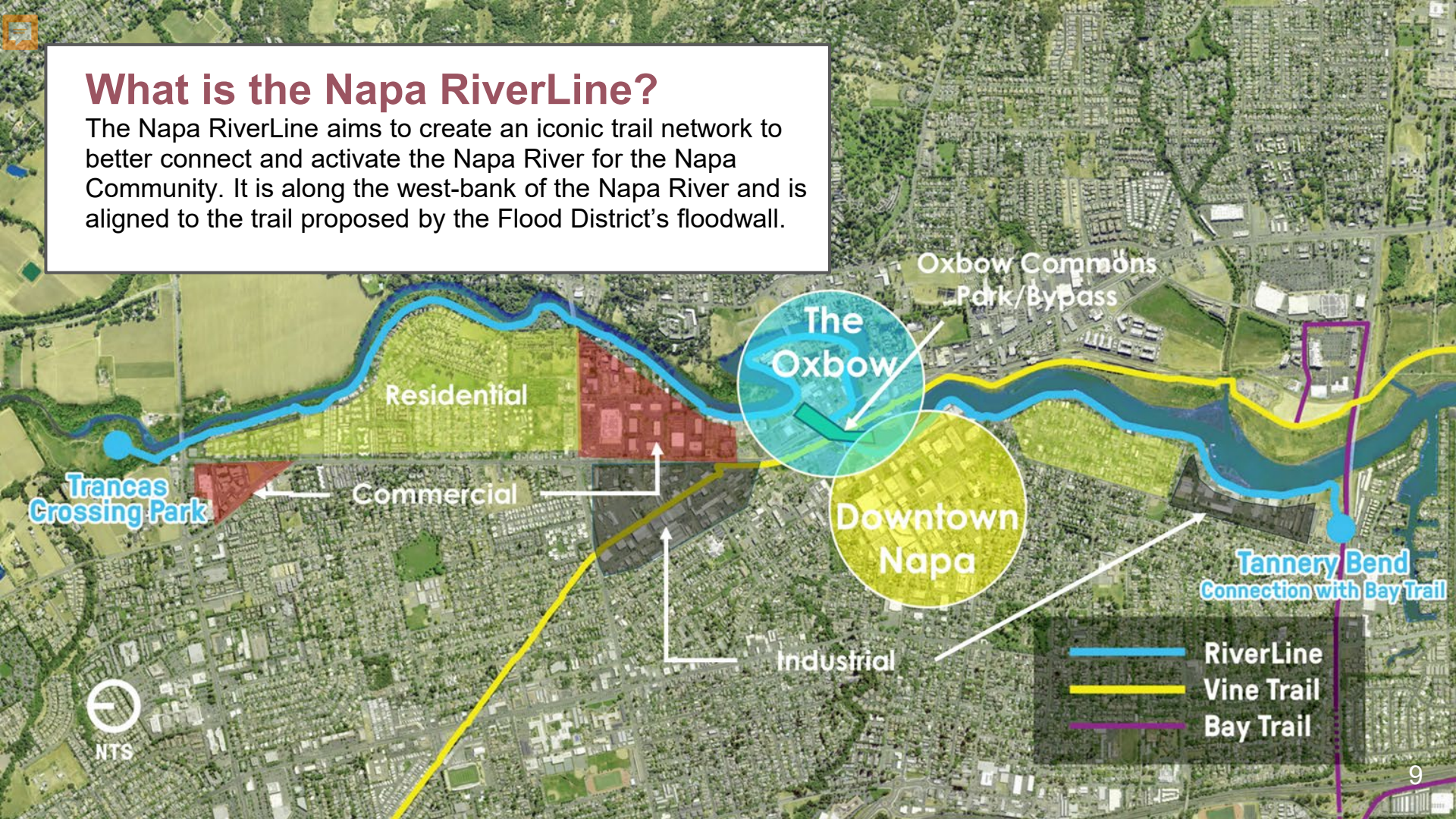
Leverages **\$40 million** in federal floodwall investment and river trail



Project Overview

What is the Napa RiverLine?

The Napa RiverLine aims to create an iconic trail network to better connect and activate the Napa River for the Napa Community. It is along the west-bank of the Napa River and is aligned to the trail proposed by the Flood District's floodwall.





What the Plan is

- ❑ The Strategic Plan sets a high-level vision and a framework for smaller projects to be completed over multiple years.
- ❑ Provides conceptual projects to be explored in future phases.
- ❑ Highlights opportunities for equitable economic development.
- ❑ Subsequent construction projects will require CEQA review, funding identification, and detailed design and engineering.



What the Plan is not

- ❑ It does not change a property's Land Use as outlined in the General Plan or Zoning District as outlined in the Municipal Code.
- ❑ It does not include policy changes to building setbacks, building heights, or riparian zone standards that are outlined in the Municipal Code.
- ❑ It does not commit the City to any specific projects, fundings, or approvals.
- ❑ It is not a fully engineered, detailed site plan for the entire river.
- ❑ It is not a construction document. Any future construction would require additional engineering and environmental review.





Case Study Precedents



Process & Engagement

- ❑ The City received a U.S. Economic Development Administration grant of \$250,000 for the Strategic Plan in January 2024.
- ❑ Council approved the grant in April 2024. Staff went to bid and selected SWA as prime and kicked off project in July 2024.
- ❑ Held a community open house in January 2025 with well over 100 attendees.
- ❑ Held a workshop with Napa County Hispanic Chamber of Commerce in March.
- ❑ Released three surveys to collect community feedback (138 responses).
- ❑ Completed the Public Review Draft in July 2025.





Key Public Feedback Themes

- ❑ **Enhance recreation access**— including walking and biking along the RiverLine trail.
- ❑ **Improve access to the river**— including water activities and opportunities to access the water.
- ❑ **Connections to nature**— conservation and enjoyment.
- ❑ **Community benefits**— including activation, events, and amenities
- ❑ **Initial focus on trail improvements in the Core Area** (Downtown/ Oxbow), including trail amenities like wayfinding, seating, plantings, and trail materials.





Project Partners

- ❑ The **Napa RiverLine Advisory Committee** is championing the RiverLine concept from the private and community side.
 - ❑ A nonprofit is currently being formed to assist with fundraising and implementation, in coordination with Friends of the Napa River.
 - ❑ Seek future private/public partnership opportunities.
- ❑ A **Technical Advisory Committee** was formed to inform project development (including review by City, Napa County Flood Control, and NVTa staff).



Strategic Plan Summary

Executive Summary



Introduction

Previous Planning Efforts

Existing Conditions

Community & Stakeholder
Engagement

Strategic Plan Goals



Design Direction

Riverline Vision

RiverLine Experience

RiverLine Highlights

RiverLine Activation



Implementation

RiverLine Economic
Opportunities

RiverLine Implementation
Blueprint



Strategic Plan Goals

- 1 Center the Napa River as the Heart of the City and the Valley.
- 2 Develop a Concept that is Equitably and Economically Beneficial.
- 3 Create an Identity that is Authentically Napa.
- 4 Respect and Celebrate the Diversity of the Napa River Ecology.



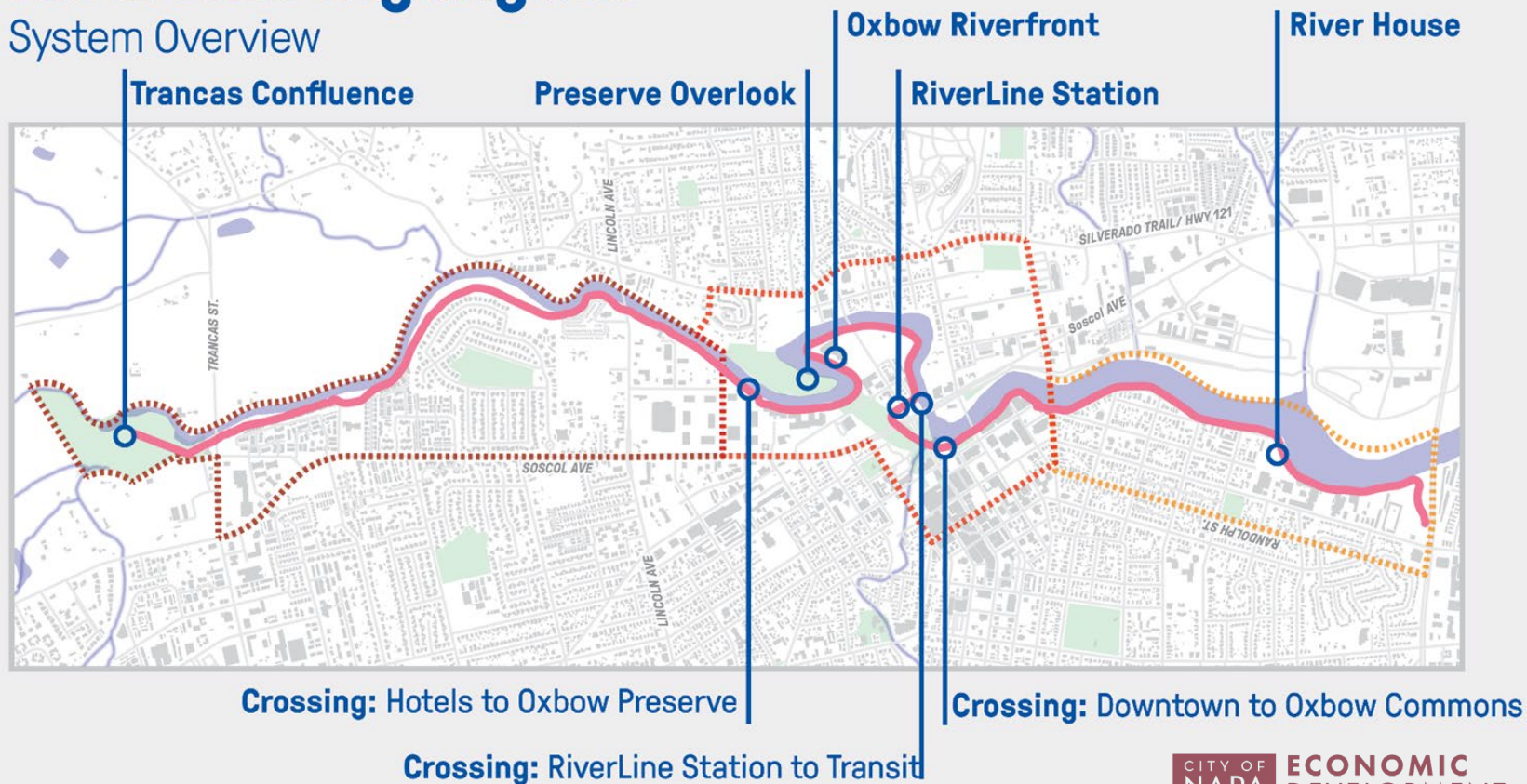
An aerial photograph of Napa, California, showing the Napa River winding through the city. The river is surrounded by lush green trees and parks. In the background, the downtown area with various buildings is visible, and further back, rolling hills under a clear blue sky. A bridge crosses the river in the lower right portion of the image.

Take Me to the River

Napa RiverLine

RiverLine Highlights

System Overview



RiverLine Highlights

Core Focus Area

LEGEND

- 1 CROSSING: HOTELS TO OXBOW PRESERVE
- 2 CROSSING: RIVERLINE STATION TO TRANSIT STATION
- 3 CROSSING: DOWNTOWN NAPA TO OXBOW COMMONS
- 4 OXBOW PRESERVE
- 5 CIA AT COPIA
- 6 THE OXBOW
- 7 OXBOW COMMONS
- 8 SOSCOL GATEWAY TRANSIT CENTER
- 9 DOWNTOWN NAPA

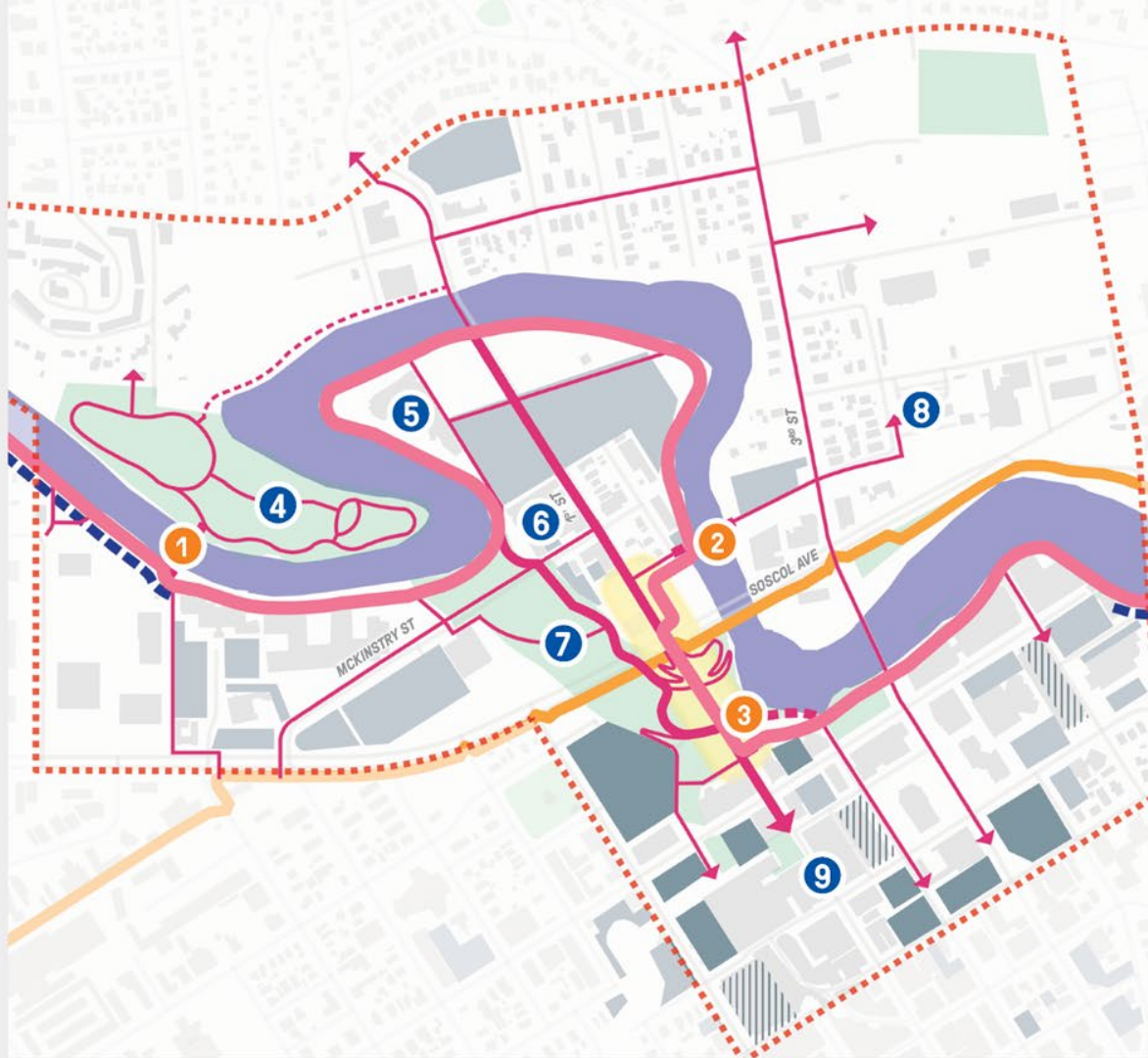
..... RIVERLINE CORE ZONE

— RIVERLINE TRAIL - MAIN

— RIVERLINE TRAIL - CONNECTIONS

— VINE TRAIL

— PROPOSED FLOOD WALL



RiverLine Experience

Trail Design Guidelines

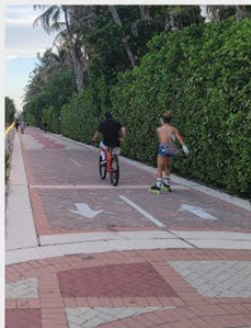
Typical Condition



Special Moments



Access Points





RiverLine Highlights

Trancas Confluence



Preserve Overlook



Oxbow Riverfront



RiverLine Station



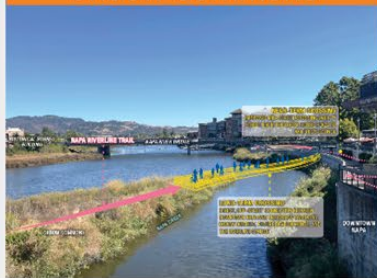
Crossing: Hotels to Oxbow Preserve



Crossing: RiverLine Station to Transit



Crossing: Downtown to Oxbow Commons



River House





RiverLine Activation

Health & Wellness



Art & Commemoration



Nature & Education

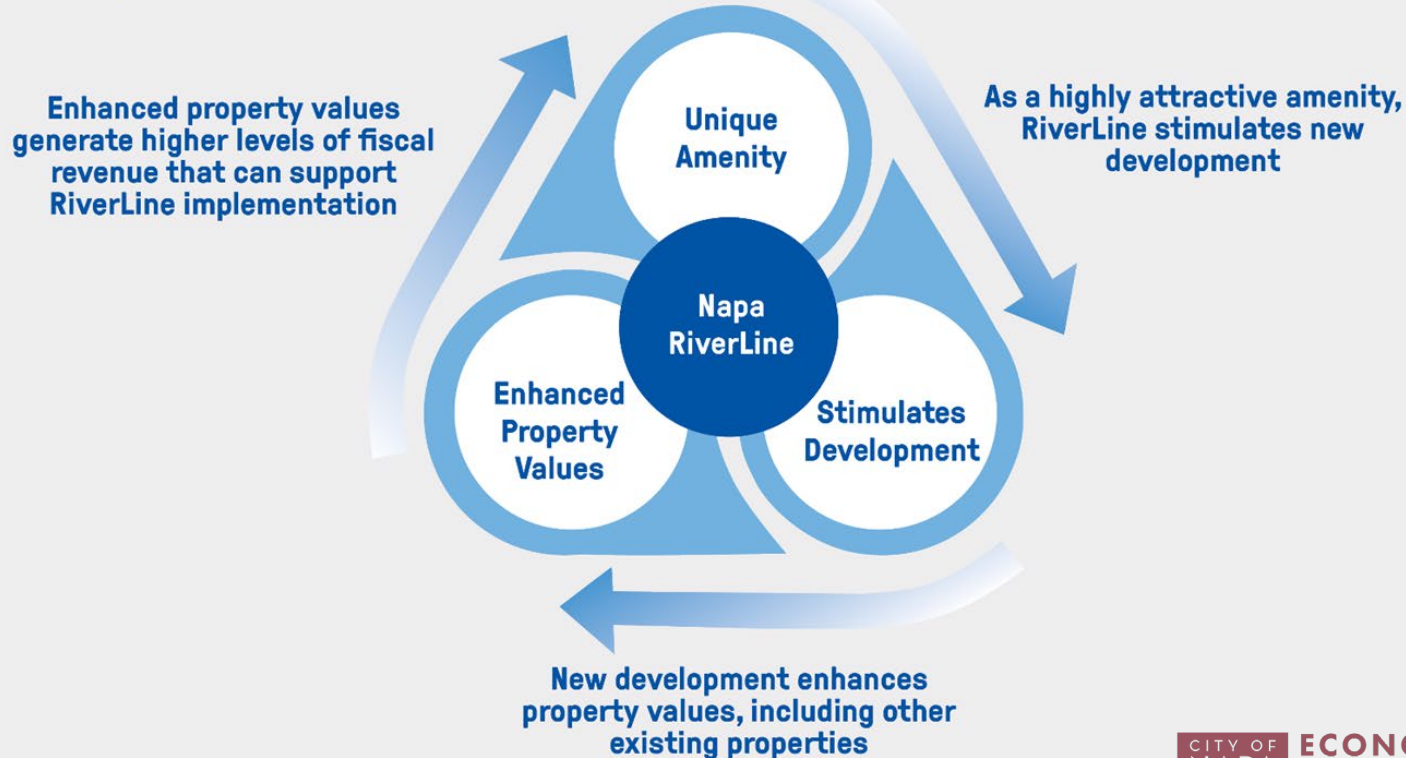


Special Events & Programs



RiverLine Economic Opportunities

Enhancing Real Estate Development



RiverLine Economic Opportunities

Prioritizing Equitable Outcomes

Easily Accessible
Active Recreation



Broad
Riverfront Access



Increased Access to
Goods & Services



Enhanced
Employment Growth



Improved
Public Health



Focus on
Anti-Displacement



Inclusive
Economic Development



Greater Opportunities for
Small Businesses

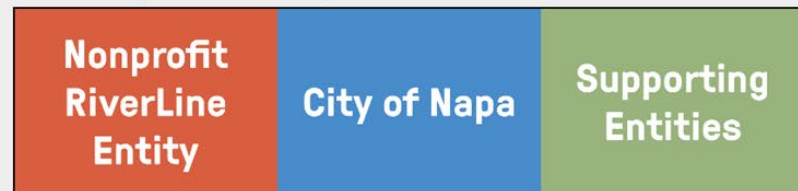


Next Steps for Realization



RiverLine Implementation Blueprint

Conceptual Cooperative Governance Model



01. Implement Strategic Plan
02. Capital Improvements
03. Maintenance
04. Public Safety & Ongoing Operations
05. Community Outreach
06. Funding

RiverLine Nonprofit Entity

This newly formed entity will focus on the following priorities:

- **Continuous:** Build a continuous path from Trancas to Imola.
- **Connected:** Enhance the “Core” zone of the path with connections to the Preserve and Downtown.
- **Inviting:** Plan and construct path amenities; host public events, performances, and programs.
- **Sustainable:** Design and implement a parking plan for visitors.





RiverLine Implementation Blueprint

Comprehensive Funding Strategy



There are possible **local, county, and regional funding sources** that could be considered for **capital projects, ongoing maintenance, and public programming.**



California **state agencies and federal agencies** administer a number of **competitive grant programs** that the RiverLine would be eligible for, with qualifying projects ranging from **trails, boat launches, and active recreation facilities to climate resiliency.**



There are a variety of **local, regional, state and national philanthropic organizations** that offer **competitive grant programs and direct discretionary grant funding** for initiatives like the RiverLine, with focuses ranging from **public art programming to environmental justice and resiliency.**



There are numerous **private sources for the City and nonprofit to leverage** for the RiverLine, including **healthcare nonprofit funding, corporate sponsorships, funding from private donors,** and other private sponsorship opportunities.



RiverLine Implementation Blueprint

Early Wins

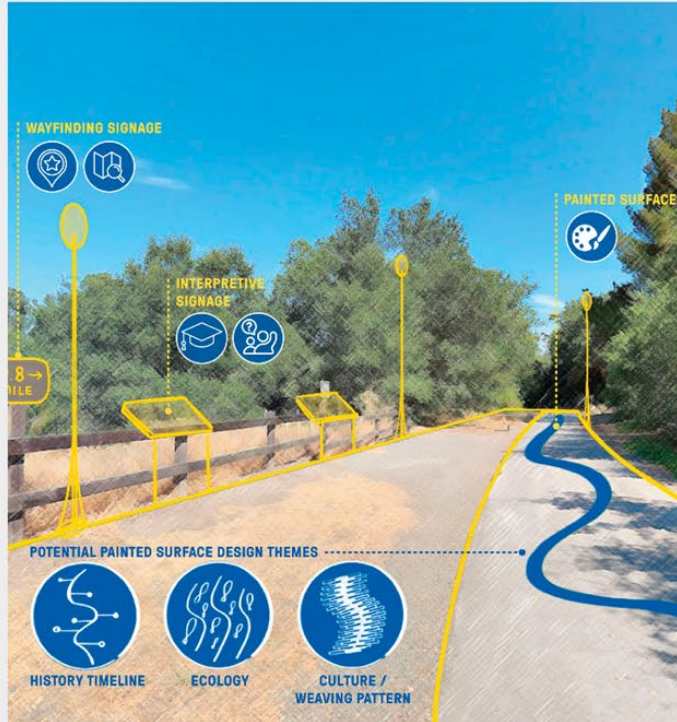
Support formation of the RiverLine nonprofit.

Create trail maintenance and funding agreement to support governance approach.

Identify opportunities to **collaborate with community partners on events and programming** that may already be occurring along the RiverLine.

Develop RiverLine branding as a key initiative for the City that will lead into broader wayfinding design and implementation.

Celebrate the Flood Control project when it breaks ground. This early phase construction demonstrates progress toward the expanding RiverLine system.



Questions

